

EXHIBIT G

RFP 20115 COST SHEET

(to be included in separate sealed envelope)

Vendor Name: _____

For evaluation purposes, price out the Cost of Services Bid as discussed below. There is no guarantee that the Commission and/or Council will use a set amount of services, or that the Commission and/or Council will use all of the services. This scenario is for Evaluation Purposes ONLY.

Amounts quoted must be all-inclusive. No additional amounts, such as for travel or overhead, will be paid to the vendor.

Sample Breakdown of Potential Services:

Planning/Research Analysis: 5%
Content Creation/Copy Writing: 15%
Design Work: 15%
Media Planning and Buying: 25%
Social Media Planning and Execution: 20%
Public Relations/Events: 10%
Client Consultation: 5%
Campaign Evaluation: 5%

Vendor must provide hourly rates by employee classification:

Senior Ad Executive \$ _____
Ad Executive \$ _____
Graphic Artist \$ _____
Administrative \$ _____

Vendor should determine its own fair rate and quote the price it will charge. This hourly rate will be the maximum rate allowed for conducting work for the Commission and/or Council under a contract resulting from this RFP.

Total Cost of Services Bid

Insert the amounts you bid for the hourly rate, and then perform the calculation shown.

1. 500 Senior Ad Executive Hours x \$ _____ (hourly rate bid) = \$ _____
2. 800 Ad Executive Hours x \$ _____ (hourly rate bid) = \$ _____
3. 800 Graphic Artist Hours x \$ _____ (hourly rate bid) = \$ _____
4. 300 Administrative Hours x \$ _____ (hourly rate bid) = \$ _____
5. Total Cost of Services (sum of lines 1-4) = \$ _____